

Want to **FIGHT THE FLOOD** in your community?

Here's how you can launch a program to connect property owners facing rising flood waters with tools and funding to contract with specialized businesses who can help evaluate, design, and build solutions to **FIGHT THE FLOOD.**

Program can be built to the level of protection your community wants to provide.

LEVEL 1 - Educate the Community

Consider this the CRAWL phase of the Fight the Flood program. The goal of this level is to educate your community on flooding issues, and that there are solutions available to property owners.

With this level of investment, your community will receive the following:

- Fight the Flood logo customized to your community.
- Fight the Flood web site customized to your community that will include the following pages: Home, About, Resources, FYI (blog feed with three pre-loaded blog posts), Contact.
 - *It will have the same look, feel and set up as the original program - fightthefloodva.com - but will have your community's content, photography and logo.*
- Fight the Flood social media channels set up and customized to your community.
- Fight the Flood email marketing tool set up and customized to your community.
- Editorial calendar to utilize to continue educating community through the blog feed (delivery of content written from the editorial calendar can be provided for additional retainer fees). Editorial calendar will include suggestions on when to share email newsletters to those who sign up on the web site and what to share on social media. Editorial calendar is customized to your community.

LEVEL 2 - Educate and Connect the Community

Consider this the WALK phase of the Fight the Flood program. With this level of investment, your community will receive the following:

- Everything provided in Level 1.
- Business registration page on the web site to recruit businesses to list their services in a database accessible to the community.
- Database of businesses vetted.
- Training on how to vet businesses to add to the web site.

LEVEL 3 - Educate, Connect and PROTECT the Community

Now you're RUNNING. With this level of investment, your community will receive the following:

- Everything provided in Level 2.
- Consultation and audit of community operations to properly access and manage funding available through state and federal sources.
- Development of program to offer and help property owners earn financial support (through loans and grants) to pay for the services available through vetted businesses.
- Addition of property owner financial assistance application on web site and connectivity to mapping tools.

ADD ON SERVICES

- Consultation Services
- Web Maintenance Services
- Subscription Services

To learn more about the Fight the Flood product and family of services for your community, contact Stephanie Heinatz at Coastal Consociate, a subsidiary of Consociate Media, at stephanie@consociatemediacom or 757-713-2199.



coastalconsociate.com